

# **DEPARTMENT OF ENVIRONMENTAL QUALITY**

## **OFFICE OF PLANNING & PUBLIC AFFAIRS FY 2006 GOALS**

### **PPA MISSION:**

Enhance the effectiveness of the Department and Divisions by partnering in community relations, media relations, pollution prevention, public education, planning, business assistance, and environmental justice.

### **ENVIRONMENT**

#### **PPA STRATEGIC GOAL #1:**

Partner with the Department and Divisions in planning and policy initiatives.

#### **PPA PLANNING GOALS:**

1. Provide planning support to statewide initiatives.

##### **Measures:**

- a. Coordinate DEQ participation in Utah Quality Growth Commission, Wasatch Choices 2040 and other opportunities that arise.
- b. Coordinate information and issues from statewide initiatives through appropriate DEQ channels.

2. Provide policy and planning support for DEQ initiatives.

##### **Measures:**

- a. Maintain community-based planning efforts.
- b. Identify and implement pollution prevention cross-media projects.<sup>P2</sup>
- c. Incorporate environmental indicators into Local Health Department contracts and the Performance Partnership Agreement (PPA).
- d. Coordinate completion of the FY 2006 PPA.
- e. Coordinate completion of End-of-Year report for FY 2005 PPA.
- f. Support EIMI initiative.

3. Provide policy support for DEQ initiatives.

**Measures:**

- a. Assist with tribal relations, Environmental Justice, Sustainable Communities, and CBEP issues.
- b. Assist with Environmental Council of States (ECOS) and other national policy initiatives, as requested.
- c. Support implementation of Clean Utah!
- d. Participate in statewide Homeland Security planning efforts, including bioterrorism.

**PPA STRATEGIC GOAL #2**

Facilitate integration of Pollution Prevention initiatives in DEQ and throughout the state.<sup>P2</sup>

**PPA POLLUTION PREVENTION ANNUAL GOALS:**

1. Promote and Support Environmental Management Systems (EMS) and Clean Utah! Initiatives.

**Objective:**

Improved environmental performance through adoption of sustainable practices by business that can be showcased through Clean Utah!

**Measures:**

- a. Number of Clean Utah! new partners
- b. Number of EMS audits completed
- c. Number of project promotional presentations completed
- d. Reductions in pollutants in recreational areas and schools.
- e. Pollution reductions in Utah business industry.
- f. Pollution reductions at DEQ.

2. Develop and Support Statewide Partnership Efforts

**Objective:**

Improved environmental awareness through partnerships with the P2 program and other groups/agencies with similar goals and priorities.

**Measures:**

- a. Number of ongoing partnerships as well as number of new partnerships.
- b. Number of participants in Utah P2 sponsored conferences and workshops. Effectiveness of the workshops will be demonstrated using evaluation forms.
- c. Number of P2 award nominations received for annual P2 award recognition program.
- d. Number of site visits and various P2 assistance given to partner agencies.
- e. Pounds, BTU's, gallons and dollars saved from P2 reduction from P2 Association award members.
- f. Pounds, BTU's, gallons and dollars saved from P2 grant program partnership efforts.

3. Encourage Pollution Prevention to Utah Citizens Through Programs that Target the Reduction of Special Wastes.

**Objective:**

Reduce the amount of contact and improper disposal of wastes that can cause human health concerns and environmental pollution.

**Measures:**

- a. Removal and amount collected of all mercury thermometers in SLC schools.
- b. Continue to collect and implement mercury switch removal programs with auto salvage association.
- c. Work with the Utah Hospital Association and Utah Dental Association on programs to remove and properly dispose of mercury.

- d. Continue to disseminate and develop information about chemical risks and PBT's and make available to the public through DEQ website.
  - e. Development of citizen opportunities to reduce their direct contact with mercury, lead, and other special wastes. Total amount of wastes collected.
  - f. Reduction of improper used oil disposal statewide and the amounts diverted.
4. Administer P2 grant by Preparing Applications and Quarterly Reports, Monitoring, Budget and Providing DEQ Oversight for P2 Initiatives.

**Objective:**

Improved tracking of P2 dollars and their effectiveness in preventing pollution.

**Measures:**

- a. Completed grant requirements.
- b. Completed state budget review and planning.
- c. Positive feedback from EPA and state grant/finance offices.

**PPA STRATEGIC GOAL #3:**

Promote a sustainable relationship between economic development and environmental protection by coordinating work with businesses and related organizations.

**PPA SMALL BUSINESS ASSISTANCE GOALS:<sup>SBA</sup>**

1. Facilitate the development of the DEQ business assistance policy.

**Measures:**

- a. Promote public participation through the Compliance Assistance Panel, DEQ Boards, and other entities.
- b. Coordinate development of consistent business assistance policies within DEQ and emphasize cross-divisional focus in all outreach activities.
- c. Maintain Business Assistance home page.
- d. Coordinate with other business assistance providers and professional associations.<sup>SBA</sup>

2. Serve as Small Business Ombudsman for DEQ.<sup>SBA</sup>

**Measures:**

- a. Assist small businesses with DEQ permitting process and other programs as needed.
- b. Assist DEQ divisions with the development of appropriate outreach materials.
- c. Participate in outreach opportunities such as conferences, presentations, etc., to provide information to small businesses.
- d. Participate in pre-design conferences.
- e. Promote cross-media small business assistance within DEQ.

**CUSTOMER SERVICE**

**PPA STRATEGIC GOAL #4:**

Provide public information and participation opportunities.

**PPA PUBLIC EDUCATION ANNUAL GOALS:**

1. Link public education projects across divisions.

**Measures:**

- a. Correlate 1-800 calls and DEQINFO e-mail inquiries to education initiatives.
- b. Incorporate DEQ initiatives into Take Pride in Utah, NEF Debate Program, and other initiatives.
- c. Assess the response of targeted audience.
- d. Coordinate redevelopment of DEQ display and department-wide participation in outreach opportunities.

2. Oversee content and coordinate information dissemination on DEQ home page.

**Measures:**

- a. Serve as DEQ Webmaster and coordinate internal Web workgroup.

- b. Update DEQ home page as needed, edit content, standardize pages, and assure that copy is written clearly and concisely, using Associated Press style guidelines.
- c. Coordinate update of DEQ Web standards and revision of the website.

#### **PPA COMMUNITY INVOLVEMENT ANNUAL GOALS:**

1. At the request of the Divisions, provide assistance in preparation and implementation of community involvement plans for specific projects and programs.

##### **Measures:**

- a. Conduct training, upon request, on community involvement issues.
  - b. Develop plans in conjunction with project or program manager.
  - c. Ensure community and other stakeholders are appropriately involved in the development and implementation of community involvement plans.
  - d. Administer survey or other feedback tool at the conclusion of each project to gauge success.
2. Ensure Environmental Justice (EJ) issues are incorporated into community involvement plans.

##### **Measures:**

- a. Assist with EJ questions as needed in coordination with EPA.
- b. Provide grant information to interested entities.

#### **PPA MEDIA RELATIONS ANNUAL GOALS:**

1. Coordinate DEQ media relations.

##### **Measures:**

- a. Ensure DEQ media policy is followed.
  - b. Encourage reporters to use DEQ's public information office.
  - c. Ensure staff uses DEQ's public information office.
2. Provide training for DEQ staff.

**Measures:**

- a. Provide coaching, feedback, and help with message development.
- b. Develop and provide media training to all Divisions.
- c. Ensure DEQ issues are covered in the media accurately.

**PARTNERSHIP WITH FEDERAL, STATE, LOCAL, AND TRIBAL GOVERNMENTS**

**PPA STRATEGIC GOAL #5:**

Improve the effectiveness and efficiency of statewide delivery of environmental services by strengthening relationships with all levels of government.

**PPA LHD LIAISON ANNUAL GOAL:**

Amend and update Environmental Service Delivery Plan reflecting partnership initiative.

**Measures:**

- a. Align Environmental Service Delivery Plan with DEQ Goals and Objectives.
- b. Coordinate signed contracts, MOUs, or updated sections of Environmental Service Delivery Plan.

**EMPLOYEES**

**PPA STRATEGIC GOAL #6:**

Promote environmental excellence through teamwork and mutual support by providing training and recognition.

**Measures:**

- a. Promote value-added roles for PPA staff in department activities.
- b. Provide training.
- c. Recognize teamwork and individual efforts.

**PPA EMPLOYEE ANNUAL GOALS:**

- 1. Create training opportunities and support participation in professional organizations.

**Measures:**

- a. Provide training.
  - b. Support participation in professional organizations.
2. Use staff meetings to share project information, encourage synergy, and recognize individual and team efforts.

**Measure:**

- a. Use formal/informal reward system to recognize and acknowledge individual and group achievements.

**POLICYMAKERS' UNDERSTANDING OF ENVIRONMENTAL ISSUES**

Facilitate policymakers (Governor's office, Legislators, Elected Officials, and Board Members) as proactive participants in shaping environmental policy.

**Measures:**

- a. Support efforts to apprise Governor's office, Legislators, elected officials, and Board members of important environmental policy issues.